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# How To Writing An Email Marketing Campaign

In pulling together a successful email campaign, you obviously have to take advantage of the [digital marketing](#) strategic

Creatively speaking, consequential significantly you need to keep at the top of your mind when writing an email is what you want people to do with it, that is, your 'call to action' (CTA). You work so hard and jump through so many hoops to get the attention of the recipient. When you at last have their attention you need to be very clear about what your message is, and what you want them to do. The answer to this question hinges on your objectives. If you don't know where you are going, you'll burn precious opportunities. Not setting objectives is almost inexcusable, because it is so elementary.

When you start down the road to creating your email campaign, make sure that you and everyone on your team knows what your objective is, why customers should care and how you are going to capture their attention. You can test your email easily — even by simply asking some colleagues, friends or family to look at the email and tell you what they see first and what they think the email is about. Because the call to action is so important make sure that you reinforce it by providing multiple ways of carrying out the desired actions. By the same token, don't clutter your email with distractions — avoid letting the customer slip away from you through lack of focus.

Then you need to create minimum performance specifications for your email. Typically, they would be:

- Tested for multiple email clients and versions
- Of an appropriate width (about 650 pixels)
- Bandwidth-conscious

- Tested for effectiveness in preview windows
- Tested for effectiveness with image-blocking
- Spam filter tested.

Some of the terms above may need a little explanation.

An email client is the software that you use for sending and receiving emails. On your PC or Mac this may be Outlook, Eudora or Opera. On the web it may be Hotmail, Gmail, Yahoo Mail or one of many others. One thing is certain, your target market will not all be using the same email client as you. Why does this matter? Email clients are not as predictable as web browsers. They all render HTML code differently, and different generations of the same email client work quite differently too. This means that if you send out an email that is coded to look great in only one email client, using colours and fonts and images in a carefully crafted layout, the addressee may well receive something that looks like a badly designed work in progress.

You have to design an email that will work in all the most common email clients, and test it to be sure that what the customer receives is exactly what you sent. Or take the strategic decision, based on testing, that you don't care.

A further complication is that the vast majority of people preview their emails without opening them, using a preview window in their email client. Three quarters of the time these windows are horizontal. You have to design your email so that the most important call to action is visible, no matter what. This means pulling it in the top left-hand corner, the 'sweet-spot' where most designers want to put your logo. If you must put your logo at the head of your email, put it on the right and use the space on the left to display your most compelling stimulus to open the email.

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